ANNUAL REPORT

FISCAL YEAR

1988 1989

Alberta

CAREER DEVELOPMENT AND EMPLOYMENT

Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

90-04181/

Alberta

January 1990

The Honourable David Carter
Speaker of the Legislative
Assembly of Alberta

Dear Mr. Speaker:

I have the honour of submitting the Annual Report of Alberta Career Development and Employment for the fiscal year ended March 31, 1989.

Respectfully submitted,

Norm A. Weiss
Minister
Career Development and Employment

Alberta

January 1990

The Honourable Norm Weiss
Minister
Career Development and Employment
404 Legislature Building
T5K 2B6

Sir:

I am pleased to present the Annual Report of Alberta Career Development and Employment, which provides details of the operations for the fiscal year April 1, 1988 to March 31, 1989.

Respectfully submitted,

Al N. Craig
Deputy Minister

ORGANIZATION CHART

March 31, 1989

HIGHLIGHTS OF THE YEAR

1988-1989

- Career Development and Employment was a key player in the Peace Arch Project, which focused on bringing together government, the oil and gas industry and local communities in north-central Alberta in a co-operative attempt to increase permanent jobs in the oil and gas sector for residents of the Peace Arch area.
- The Peace River Career Development Centre moved into new facilities in October 1988. This fully-consolidated facility served as a model for the department's other smaller centres.
- Work began on developing "The Alberta Workforce to the Year 2000" paper. The report summarizes major trends expected to affect the labour market in the 1990s and examines their public policy implications.
- The Industry-Based Training Branch played a lead role in developing a series of three guides designed to help small and medium-sized business owners or managers with the basic elements of human resource planning.
- The department, together with Canada Employment and Immigration, sponsored the first-ever Hire-A-Student conference in February 1989.
- In 1988, Career Information Services changed its name to Career Programs and Resources to reflect an expanded and diversified role for the branch.
- The Communications Branch began work on producing the first-ever newsletter for department staff.
- Work began on developing a major apprenticeship awareness promotion program to increase participation in apprenticeship training and to improve the awareness and image of trade occupations and apprenticeship training.
- The Access Initiatives Branch mailed the brochure "Investing in People on the Job," to more than 50,000 employers in Alberta to help promote awareness of the special employment needs of women, Natives, immigrants, the disabled and visible minorities.
- The ESL (English as a Second Language) Secretariat was given the primary responsibility of administering a portion of the Canadian Job Strategy shortfall funds made available by the federal government. A variety of "English in the Workplace" and "English for Special Purposes" programs were developed and delivered under these special initiatives funds.
- Following a pilot project in the South Region, the Human Resource Planning (HRP) process was introduced to the department as a whole. Staff expressed particular interest in the Employee Career Planning component.

DEPUTY MINISTER'S REPORT

REPORT OF THE DEPUTY MINISTER

Alberta Career Development and Employment is responsible for providing leadership in the development of Alberta's labour force. The extent to which Albertans are able to develop their skills and realize their potential in the work place will help to determine the social and economic well-being of this province.

During the 1988-89 fiscal year, labour market conditions continued to improve. Unemployment dropped and the total number of participants in the labour force increased. Working in partnership with industry, the federal government and individual Albertans, the department made every effort to enhance the employability and skill level of the workforce with a flexible blend of job creation, training, counselling and information programs.

As we move into the 1990s, new technologies and increased global competition will increase the demand for greater skill levels and competence on the job. And as the year 2000 approaches, training and retraining is assuming a much higher priority.

Accordingly, during this fiscal year the department developed a look into the future, "The Alberta Workforce to the Year 2000," which summarizes the major trends expected to affect the labour market in the 1990s and examines public policy implications. Additionally, it outlines the major initiatives the Government of Alberta could undertake to respond to these trends and help to ensure that the high calibre of the Alberta workforce is maintained into the 21st century.

In 1989, work began on developing a major apprenticeship awareness promotion program for implementation in 1990. The program's primary goal is to increase participation in apprenticeship training and to improve the awareness and image of trade occupations and apprenticeship training.

In 1988-89, over 600,000 Albertans benefited from job creation, training and career counselling programs. While support was given to over 100,000 new positions, with particular attention given to the needs of the private sector and Alberta's economic diversification, the emphasis of the department's assistance to individuals remained on social assistance recipients, unemployment exhaustees and youth.

In the next fiscal year, Career Development and Employment will strive to meet the challenges of a rapidly changing work world. The department will pursue a flexible and appropriate mix of programs and services that offer support for training, career counselling, human resource planning and the dissemination and use of labour market information.

Al N. Craig

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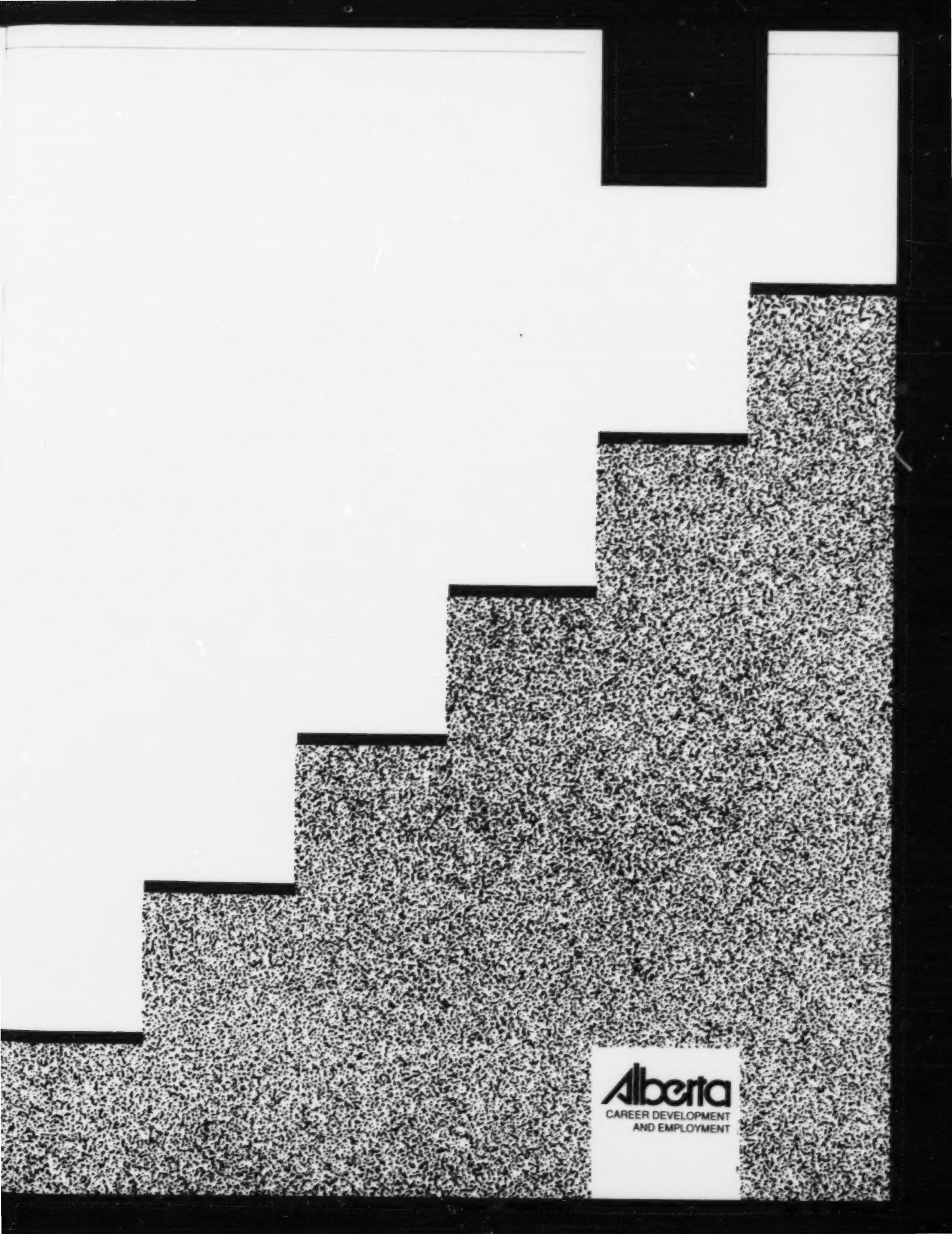

Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

POLICY AND PROGRAM DEVELOPMENT DIVISION

POLICY AND PROGRAM DEVELOPMENT DIVISION 1988-89

Assistant Deputy Minister
– Dr. Earl Mansfield

Co-ordinator Divisional Operations
– Shirley Woods

Executive Director Training and Employment Programs
– Geoff Anderson

Director Industry-Based Training Branch
– Lyn Tait

Director Vocational Training Services Branch
– Syl Villett

Director Employment Program Development Branch
– Judy Carss

Director Career Programs and Resources
– Bill Brandon

Executive Director Apprenticeship and Trade Certification
– Don Bell

Director Registration and Certification Branch
– Wayne Nixon

Director Program Development and Standards Branch
– Bob Spencer

Director Program Planning Branch
– Don Ogaranko

Director Access Initiatives Branch
– Ann Smith

Director Immigration and Settlement Programs
– Dave Corbett

MANDATE

The Policy and Program Development Division is responsible for taking the lead role in policy analysis, program design and their development, and assisting in the maintenance of program integrity through the assessment of program objectives.

ROLE

The division seeks to ensure that the Department's policies and programs are designed to respond to Alberta's economic strategies and the needs of the provincial labour market. Each of the division's functional sectors has particular responsibilities with respect to the activities necessary to fulfill this role. An explanation of these activities follows. (Details on each program are found in the Programs and Services section of this report.)

POLICY AND PROGRAM DEVELOPMENT DIVISION

DIVISIONAL ACTIVITIES

TRAINING AND EMPLOYMENT PROGRAMS

Training and Employment Programs is responsible for contributing to long-term economic growth in Alberta by facilitating a closer match between the supply of, and demand for, an appropriately skilled labour force. The programs accomplish this in several ways: by assisting employers, employees, and job seekers to access training and job opportunities; by influencing post-secondary institutions to offer labour market responsive training; and by assisting Albertans to improve the pattern and quality of career transitions between school, training, work, and retirement. Training and Employment Programs is comprised of the following branches: Industry-Based Training; Vocational Training Services; Employment Program Development; Special Needs and the Hire-A-Student Program.

INDUSTRY-BASED TRAINING BRANCH

During the 1988-89 fiscal year, the Industry-Based Training Branch was responsible for policy and program development related to industry-based training activities. The branch co-ordinated interpretation of guidelines for the Alberta Training Program, the Youth Employment and Training Program and the Tailor-Made Training Program.

In 1988-89, the Industry-Based Training Branch played a lead role in producing a series of three guides for employers. During the year, two of the guides, *A Guide for Effective Training* and *A Guide for Effective Human Resource Planning,* were made available to employers. Development of the third publication in the series, *A Guide for Effective Recruitment and Selection* was underway.

POLICY AND PROGRAM DEVELOPMENT DIVISION

VOCATIONAL TRAINING SERVICES BRANCH

Vocational Training Services, through the Alberta Vocational Training (AVT) Program and the Vocational Rehabilitation of Disabled Persons (VRDP) Program, finances vocational counselling and training of disadvantaged and disabled adults. In 1988-89, 14,890 persons received AVT financial assistance for training at Alberta Vocational Centres, Community Vocational Centres, public colleges, technical institutes, private vocational schools and within industry. Under the VRDP element, 554 students received financial assistance.

In 1986, in response to fewer employment opportunities, the Vocational Training Program was expanded to provide skill enhancement or retraining to skilled persons previously employed in occupations now in low demand.

During 1988-89, 469 skilled people accessed the Enhanced Alberta Vocational Training Program, undertaking training in academic upgrading or skill training for occupations currently in demand.

Alberta Career Development and Employment has undertaken a series of initiatives to assist potential entrepreneurs start their own businesses. Through the Alberta Vocational Training Program, $655,000 was provided for entrepreneurial programs in training centres at NAIT, SAIT and Lethbridge Community College. The department also supported the New Venture Development Program at the University of Calgary. Using materials from the Federal Business Development Bank, short courses offered training throughout the province to small businessmen.

In co-operation with Alberta Municipal Affairs, utility officer training was provided for the operators of water treatment plants in eight Metis settlements. This was the final year of support for this program.

Costs of the VRDP program were shared by the federal government under the Vocational Rehabilitation of Disabled Persons Agreement.

Through this program the department offers vocational assessment, career counselling and financial support to disabled Albertans. Specialized equipment such as opticons, television readers, talking calculators and typewriters, as well as special services such as tutors and interpreters, were made available for the blind and deaf. Funds were approved for five co-ordinator positions to provide services to disabled individuals attending post-secondary institutions. VRDP was involved with one program for the hearing and the visually impaired. All public post-secondary institutions in the province were available for use by disabled adults. VRDP also was involved with two experimental programs for Learning Disabled at the Alberta Vocational Centre (AVC) in Edmonton and the University of Alberta.

To meet the needs of the department as well as Alberta Social Services, the program operated a Vocational Assessment Centre.

In addition to the students aided through AVT, approximately 5,145 students were placed in programs funded by the federal government through the National Training Agreement on a cost recoverable basis (see National Institutional Training Program).

EMPLOYMENT PROGRAM DEVELOPMENT BRANCH

The Employment Program Development Branch is responsible for developing and implementing programs and services to meet the employment needs of unemployed Albertans.

The branch planned, developed, clarified policy, and assessed effectiveness of the following employment programs: Alberta Wage Subsidy Program; Alberta Business and Community Development Program; Priority Employment Program (PEP); Summer Temporary Employment Program (STEP) and the Alberta Employment Alternatives Program (EAP). The branch also planned, developed, and assessed the Employment Skills Program and the Special Placement Work Experience Program. The branch administered PEP and STEP Provincial Element and STEP Career Opportunities. The Alberta International Marketing Employment Program and the Quebec/Alberta Student Employment Exchange Program were also administered.

The Special Needs Section funded and supervised employment placement, employment counselling, and employment readiness services for six special needs groups, including the Native Outreach Association of Alberta, the Employment Readiness Program of Distinctive Employment Counselling of Alberta, Placement 45, Opportunity 45, Access 45 and the YMCA Employment Program.

Funds and resource support were provided to selected groups which carried out employment placement, support, promotion and development activities for Albertans experiencing employment-related difficulties. The special needs category included individuals over 45 years of age, young adults with learning disabilities, people who are sensory disadvantaged and Native people.

CAREER PROGRAMS AND RESOURCES

In the summer of 1988, Career Information Services changed its name to Career Programs and Resources. The new name reflected an expanded and diversified role for the branch – a role that now includes developing policies and programs for departmental counselling services, addressing women's career concerns, and providing and producing career information materials. To accommodate these functions, the branch was organized into three major areas.

Women's Career Resources focuses on issues faced by women in today's workforce. This area provided consulting services to career development practitioners, and maintained a collection of relevant information materials. Available on a loan basis, this collection included 1,600 books, 50 periodicals, 25 audio tapes and 44 video tapes. During the year, Women's Career Resources concentrated on developing, organizing and delivering an in-service workshop called "Career Development and Women." Twenty-four, two-day awareness sessions were presented to over 500 department employees by the end of the fiscal year. Together with other levels and departments of government, this area co-ordinated and developed better strategies and programs to assist women with career development.

Career Counselling, a new area for the branch, began serving the department early in 1989 when the first co-ordinator was recruited. This area focuses on developing policies and programs that provide direction, support and resources to the department's counselling services.

The province-wide, toll-free Career Information Hotline formed part of the third area of the branch. During the year, this service responded to 25,372 telephone enquiries for career-related information.

Career information materials were also produced by this area. These included four new booklets: *Are You Cut Out to be an Entrepreneur?; Directions: A Woman's Guide for Returning to Work; Skills are Your Passport;* and *Volunteerism: Building Futures.* Occupational profiles relating to the following areas were developed: Administration and Management; Architecture, Environmental Planning, Engineering and Related Technologies; Teaching; and Arts. Other new publications included: *Careers in Tourism; A Working Together Kit for Dual-Career Families;* four posters, and three issues of *Career Development News.* In total, over 400,000 publications were distributed.

Staff played a major role in the co-ordination of Canada Career Week activities, November 7 to 11. The theme, "Towards Tomorrow Today" was used.

APPRENTICESHIP AND TRADE CERTIFICATION

Apprenticeship training in Alberta is an industry-based system which combines skills-oriented on-the-job training with technical training through publicly and privately funded post-secondary institutions.

The system is based around the employer-apprentice relationship supported by an advisory network composed of the Apprenticeship and Trade Certification Board, and Local and Provincial Apprenticeship Committees. It is administered and funded through Alberta Career Development and Employment, Alberta Advanced Education, and Employment and Immigration Canada.

Industry's involvement, in the Apprenticeship and Trade Certification Board and the above-noted committees, is critical as this permits employers and employees to direct important activities such as training curricula and trade regulations. The federal government's role centres mainly on financially supporting the technical training through the measures of training allowance and unemployment insurance benefits to trainees attending technical training. Alberta Advanced Education and the post-secondary training establishments provide the necessary facilities and instructional expertise.

Career Development and Employment provides the essential administrative and communication system necessary to ensure that all participants meet their respective mandates and thus contribute to the total goal of providing skilled trades people for the economy. This role is fulfilled by the Apprenticeship and Trade Certification sector of the department with the responsibilities and activities of each branch noted below.

The nature of the shared responsibility for apprenticeship training and certification in Alberta is reflected in the allocation of resources to its operation. While the budget for Apprenticeship and Trade Certification was $7,769,678, this is only part of the annual investment of approximately $280 million required to maintain this system within Alberta. The federal and provincial governments, together with the post-secondary institutions, collectively contribute approximately 26 per cent of that total amount, while employers contribute some 64 per cent and apprentices the remaining 10 per cent.

The scope and success of the Apprenticeship and Trade Certification system is emphasized in the total registrations which in 1988 stood at 19,631. Of these, 6,666 were new apprentices. While the economy of Alberta has experienced dramatic shifts during the past decade, total and new registrations in the designated trades are increasing.

PROGRAMS SUPPORT AND REGISTRAR BRANCH

Maintaining a skilled provincial labour force is the primary mandate of the branch. Implementing this mandate necessitates ongoing interaction with institu-

POLICY AND PROGRAM DEVELOPMENT DIVISION

tional, federal and other provincial representatives. The main areas of focus for the branch are: co-ordinating apprenticeship and journeyman training and examination schedules, co-ordinating examination security and trade certification standards, and maintaining the electronic data base used by the Apprenticeship and Trade Certification programs. The branch's responsibilities are divided among three units: Trade Training and Institute Liaison, Examination and Certification, and Data and Records Control.

Trade Training and Institute Liaison co-ordinates apprentice and journeyman training in consultation with colleges and technical training institutes. Based upon annually estimated training requirements, this unit arranges classroom space, trainee quotas and training dates to meet regional needs of Alberta industry. Working in co-operation with other provincial and federal agencies, the unit also monitors classes by maintaining a base of information and statistics.

In 1988, school attendance totalled 13,898 including 3,082 journeymen who completed technical training classes to update their trade skills. Additionally, 3,471 apprentices graduated from their programs and obtained journeyman certification.

Examination and Certification Unit is responsible for the maintenance of provincial examination security and certification standards. This unit marks the apprenticeship and journeyman examinations, evaluates the examination results for journeymen and pre-employment candidates, and issues trade certificates. In addition, it provides examination inventories and administrative support to regional examination locations.

In 1988, a total of 26,919 examinations were administered and 5,048 journeyman certificates issued – 2,392 of which qualified for a Red Seal Interprovincial endorsement. In addition, 2,803 Updating Course Cards were issued to certified journeymen.

Data and Records Control Unit co-ordinates the development and maintenance of a comprehensive electronic data processing system to maintain historic and current records for all Alberta journeymen and apprentices. This unit also provides administrative support functions such as word processing, bookkeeping, filing and data control. Additionally, this unit issues record books and updates individual training and certification records.

PROGRAM DEVELOPMENT AND STANDARDS BRANCH

The mandate of Program Development and Standards concentrates on program development including developing, revising and maintaining course outlines, examinations, record books and trade regulations for 52 designated trades. This mandate involves numerous meetings and contact with various apprenticeship committees, espe-

cially Provincial Apprenticeship Committees, to ensure industry is significantly involved in keeping curriculum relevant to, and current with, acceptable trade practices.

In addition, the branch reviews and approves accreditation for trade-related programs offered by post-secondary institutions in Alberta with the standards being set by the Provincial Apprenticeship Committee for each trade.

Further to the branch's mandate, three specific occupational surveys were completed and two are in progress in response to five requests made by industry to designate new trades. The branch also developed and revised 16 course outlines, 67 trade examinations, nine trade regulations and seven record books. These activities are directly related to the continual interaction with industry as reflected in the 11 Provincial Apprenticeship Committee meetings, 78 Provincial Apprenticeship Sub-Committee meetings, and over 158 senior and joint instructor meetings organized during this year. The branch was also involved in a total of 452 liaison calls and other committee meetings in performing their duties.

The branch also participated in the Interprovincial Red Seal Program. This program permits mobility to qualified trades people in the designated Red Seal Trades throughout Canada. This is accomplished in co-ordination with the other provinces, territories and the federal government. In 1988, interprovincial examinations in 25 trades were prepared and revised. The branch activities in this regard involved participating in the work of the Interprovincial Standards Examination Committee, developing five new interprovincial examinations and assisting in seven others, and in preparing reports of nine National Trade Analyses and in updating eight Occupational Monographs.

The branch continued its work in developing over 250 journeyman updating courses, which are designed to keep journeymen abreast of new technology in their trades.

PROGRAM PLANNING BRANCH

The Program Planning Branch began its second full year of operation in 1988. The mandate of the branch included investigating future training requirements; researching new occupations with potential for designation and/or training; determining the viability of alternative and innovative training programs, systems and delivery methods; assessing the viability of the apprenticeship service delivery; developing related policy alternatives; and building and maintaining relevant data bases.

In 1988-89, the branch continued to provide research support regarding apprenticeship and trade certification issues to the department and to other levels of government. It received and analyzed public comments

resulting from the release of the Apprenticeship and Industry Training Review Committee Final Report, and reviewed legislation governing trades training and certification.

Two major projects were undertaken during the year. A five-year experiment, the Competency-Based Apprenticeship Training (CBAT) project, was initiated to assess the viability of competency-based technical training for apprentices. In 1988-89, the experiment included 500 first-period apprentices in the Electrician, Carpenter and Welder trades at Northern Alberta Institute of Technology, Southern Alberta Institute of Technology, Red Deer College and Lethbridge Community College.

The second project undertaken was the development of a province-wide apprenticeship awareness promotion program. The comprehensive multi-media campaign was slated for delivery in the 1989-90 fiscal year.

ACCESS INITIATIVES BRANCH

In 1988-89, the Access Initiatives Branch focused on helping reduce barriers which make it difficult for certain individuals to gain access to and participate fully in the designated trades. The branch's efforts concentrated on women, persons with disabilities, Natives, immigrants and visible minorities. Access Initiatives also assisted apprentices who have special needs, including the incarcerated, parolees and those with disabilities.

To help promote awareness of the special employment needs of these groups and individuals, the brochure *Investing in People on the Job* was developed and mailed to more than 50,000 employers in Alberta. As well, a booklet for employers entitled *Labour Market Trends and Human Resource Issues* was distributed through Alberta Career Development Centres.

A workshop for career advisors and a handbook for job seekers were developed and field tested for delivery and distribution in 1989-90. The "Apprenticeship is Working" button and a series of posters – "Professional by Trade", "Equal to the Job" and "Employers Know a Good Investment When They See One" – were designed and distributed as part of a multi-year awareness campaign.

An assessment was conducted of pre-trade/pre-technology programs in the province to determine whether they assisted the branch's client groups develop the skills and abilities needed to enter a trade or technology. A bridging model was developed for piloting in 1989-90.

Women currently represent less than 10 per cent of the workforce in most trades. (See Appendix – Table 10.) To address this trend, a survey was completed in May 1988 which examined employer attitudes with respect to women in non-traditional occupations.

Contacts were established with groups representing employers and

community organizations dealing with needs of various minorities.

In 1988-89, the Access Initiatives Branch provided apprenticeship examination assistance to individuals with special needs, including those in correctional institutions, throughout Alberta.

THE APPRENTICESHIP AND TRADE CERTIFICATION BOARD

The Apprenticeship and Trade Certification Board, under the authority of The Manpower Development Act, provides a voice for industry (employers and employees) as well as the general public in apprenticeship and trade certification matters. The board is comprised of a chairman, a minimum of three employer representatives and an equal number of employee representatives, and the Executive Director of Apprenticeship and Trade Certification. Also included are two members representing the general public. Additionally, two alternate members, one representing employers and the other representing employees, are available in the absence of a regular member.

The board's primary function is to advise the Minister of Career Development and Employment on all matters pertaining to apprenticeship training and certification. Its functions include reviewing petitions for designation of new trades and assessing recommendations from Provincial Apprenticeship Committees relative to various trade regulations and training programs. The board also hears and rules on appeals regarding decisions made by the Executive Director. Additionally, the board has the authority to appoint Local Apprenticeship Committee members.

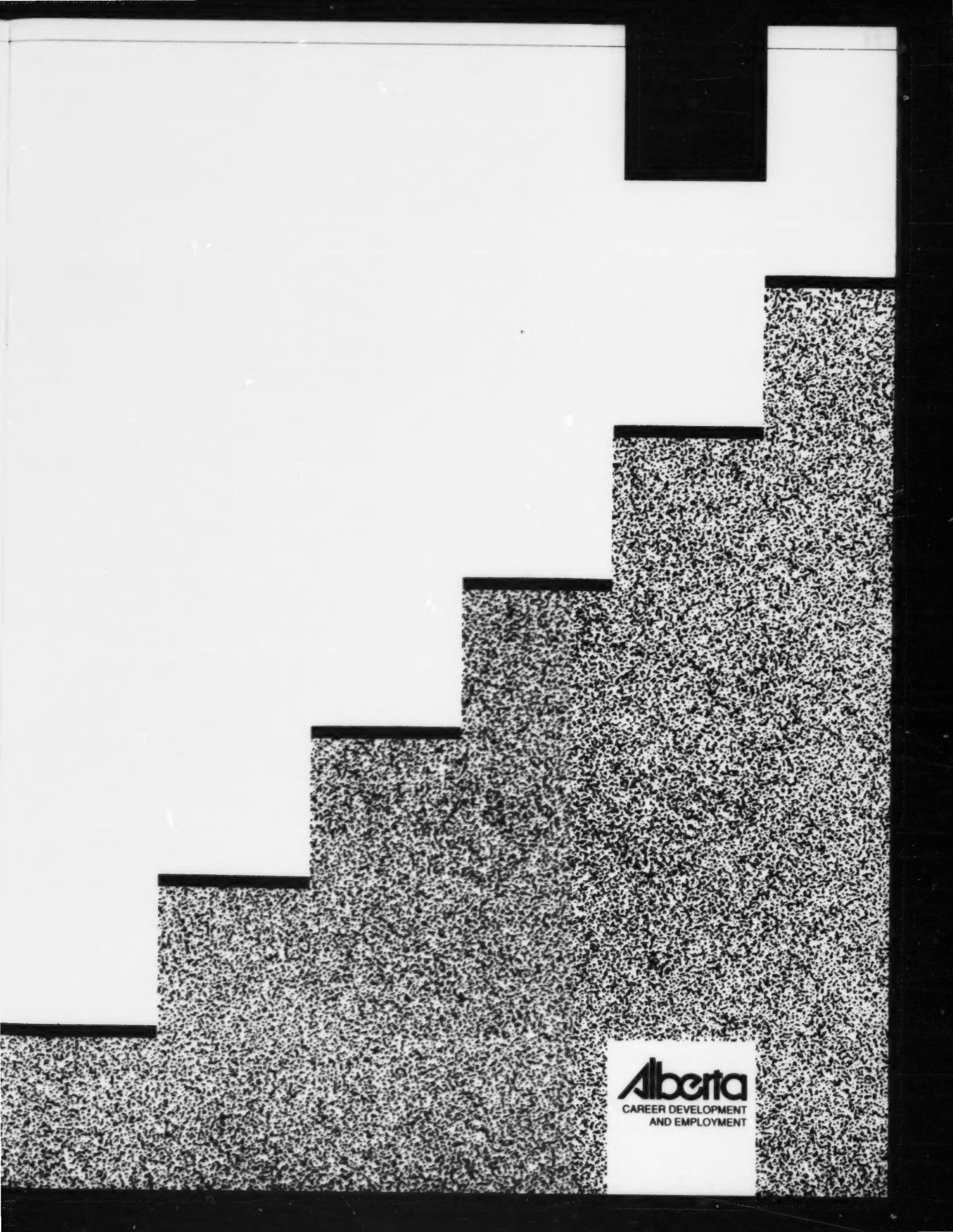
In making policy decisions and carrying out its obligations, the board draws upon the expertise of 52 Provincial Apprenticeship Committees – one for each active, designated trade. Membership on the Provincial Apprenticeship Committees consists of all Local Apprenticeship Committee members of which there are approximately 850 representing all areas of Alberta. In addition, the board has the authority to call public meetings to broaden the level of input into matters relating to its responsibilities under the Act.

POLICY AND PROGRAM DEVELOPMENT DIVISION

IMMIGRATION AND SETTLEMENT PROGRAMS

The Canada/Alberta Immigration Agreement delineates federal and provincial responsibilities for immigration and settlement. Alberta Career Development and Employment is responsible for provincial immigration matters. To ensure consistent policy interpretation and operational direction between both orders of government on immigration into Alberta, the department co-chairs, along with Canada Employment and Immigration, a Joint Committee on Policy, and an Implementation Committee to coordinate program delivery.

Immigration and Settlement Programs is responsible for development of the appropriate program elements in immigration, settlement and English as a Second Language (ESL).


Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

FIELD SERVICES

FIELD SERVICES DIVISION 1988-89

Assistant Deputy Minister – Dave Chabillon

Co-ordinator, Program Services – Debi Piecowye

Co-ordinator, Divisional Support – Ed Gromek

Northern Regional Director – John Van Eden

Fort McMurray Area Manager – Olie Schell

Grande Prairie Area Manager – Judy Panko

High Level Area Manager – Michelle Kirchner

Peace River Area Manager – Darrell Williamson

Slave Lake Area Manager – Bill Smith

Central Regional Director – Jim Geekie

Bonnyville Area Manager – John Irwin

Edmonton Metro Manager – Karen Fingas

Hinton Area Manager – Bill Sartorius

Vermilion Area Manager – Ed Kulak

Southern Regional Director – Ivan Cancik

Calgary Metro Manager – Alan Edser

Lethbridge Area Manager – Michael Carpenter

Red Deer Area Manager – Brian Lupul

MANDATE

Field Services Division is the department's primary delivery arm and provides the major link for individuals, employers, agencies and others who access Career Development and Employment programs and services.

ROLE

Field Services co-ordinates and controls the province-wide delivery of regionalized department programs and services. In co-operation with other divisions of the department, Field Services reviews the effectiveness of programs and services, as well as the current Alberta labour market and economic environment. It also works to improve these programs and services in response to needs identified at the direct-service level. As well, it seeks to influence other government departments and agencies to attempt to meet the needs of individuals and employers in Alberta.

DIVISIONAL ACTIVITIES

In 1988-89, Field Services continued to assume responsibility for the delivery of department programs and services as part of the ongoing re-organization that began in 1985.

In September 1988, delivery responsibilities associated with the support provided to the Special Needs Groups (six community organizations that provide employment services to individuals faced with employment barriers) were transferred to the division. This transfer, which started the regionalization process by moving the previously centrally-performed functions to the local level, was completed as of April 1, 1989.

Local area committees were established in Peace River, Whitecourt, Slave Lake, High Level and Athabasca/Lac La Biche to address labour market issues of Alberta's growing forest industry. Chaired by divisional staff, the committees included representatives from government, post-secondary institutions and industry.

Career Development and Employment was a key player in the Peace Arch Project, which focused on bringing together government, the oil and gas industry and local communities in north-central Alberta in a co-operative attempt to increase permanent jobs in the oil and gas sector for residents of the Peace Arch area.

The department entered into a number of local area agreements with Alberta Social Services and the Canada Employment and Immigration Commission, to facilitate the co-ordinated delivery of programs and services targeted at social allowance recipients. A process for identifying pre-employment counselling needs and establishing contracted services to address these needs was developed.

The department, together with Canada Employment and Immigration, sponsored the first-ever Hire-A-Student conference in February 1989. The purpose of the conference was two-fold: first, to provide an opportunity for volunteer committees associated with the program to share information and to provide them with resources to support their activities, and secondly, to acknowledge their efforts on behalf of the program.

The Whitecourt Learning Centre was funded to launch an educational bridging program. In partnership with the Pembina Educational Consortium, AVC Edmonton, Alberta Social Services and the federal Employment Centre, the centre provided basic academic upgrading, self-management skills training and employment readiness training to long-term unemployed or otherwise disadvantaged local individuals. The facilities also house equipment for various types of technical training, which was accessed during the evenings by employees of local firms wanting to upgrade or develop new skills.

The Edmonton Youth Employment Services Centre became fully operational during the year. Officially opening in the fall of 1987, the centre is jointly funded and staffed

FIELD SERVICES

by Alberta Career Development and Employment, and Canada Employment and Immigration Commission. The centre addresses the labour market concerns of youth (16-24) through career and employment counselling services, and job referral and placement.

CONSOLIDATION OF DEPARTMENT FIELD OFFICES

Consolidation of department field offices in each geographical location continued throughout 1988-89 in an effort to increase public awareness of, and ease of access to, the department's programs and services. The Peace River Career Development Centre moved into new facilities in October 1988. Extensive planning and cross training of staff occurred throughout the province, with particular attention being paid to CDCs in Calgary, Red Deer, Lethbridge and High Level which were scheduled to move to new facilities the following year.

OUTREACH INITIATIVES

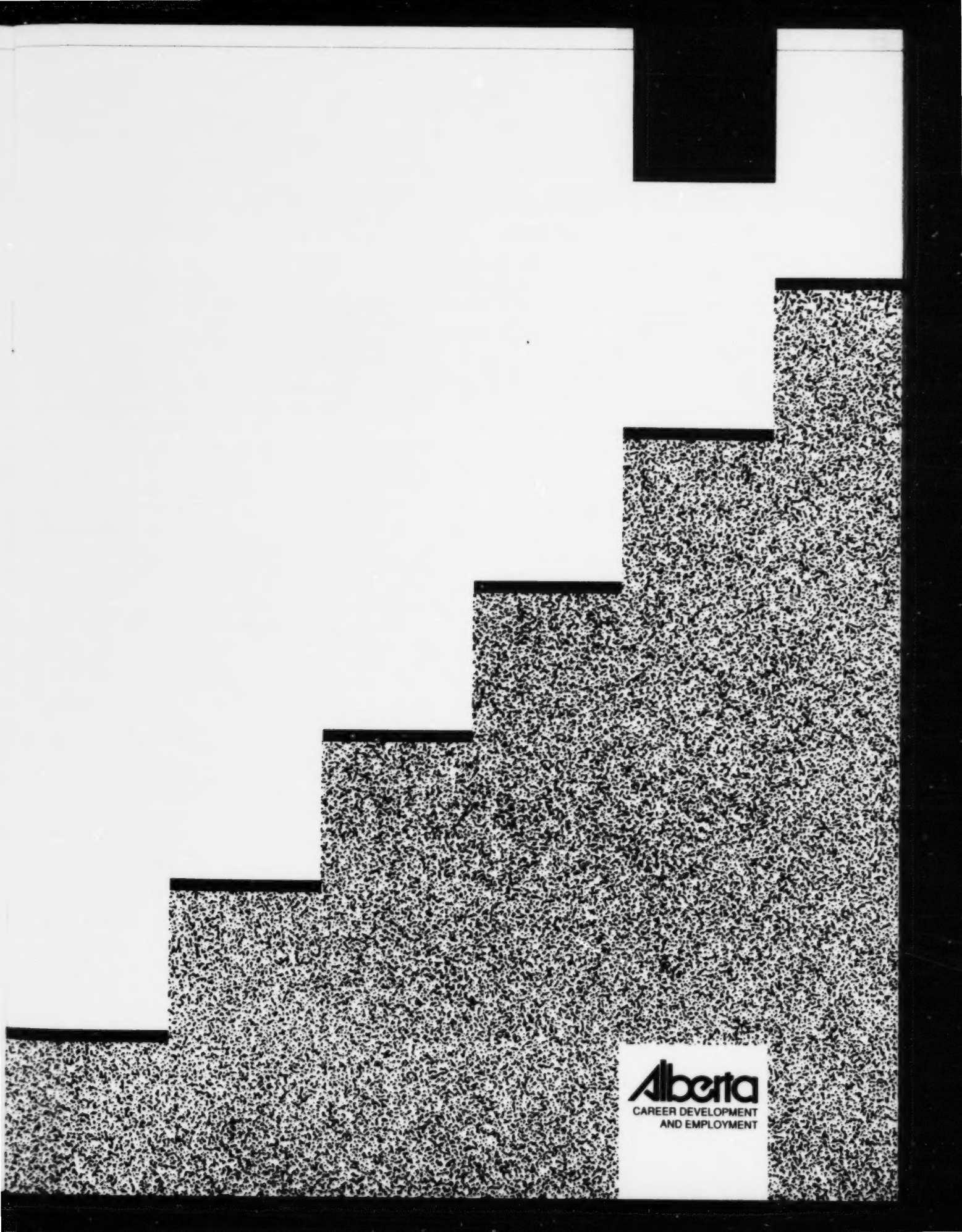
In 1988-89, service to the public was a major priority of field office staff throughout the province. Other responsibilities of the Field Services Division included: liaison with employers and community organizations, marketing programs and services, investigating local labour market needs, and promoting the career development concept within the community. As well, field services staff consulted regularly with their federal and provincial counterparts to ensure that present and future labour market requirements of individuals and employers in Alberta were met.

Field Services Division offices were located in the following centres:

Peace River
(North Region Headquarters)
Calling Lake
Fort Chipewyan
Fort McMurray
Grande Prairie
Fort Vermilion
High Level
High Prairie
Janvier
Slave Lake
Trout Lake
Wabasca

Edmonton
(Central Region Headquarters)
Ardmore
Bonnyville
Camrose
Drayton Valley (Satellite Office)
Hinton
Lac La Biche
Lloydminster
St. Paul
Vermilion
Wetaskiwin (Satellite Office)
Whitecourt

Calgary
(South Region Headquarters)
Lethbridge
Medicine Hat
Pincher Creek
Red Deer
Rocky Mountain House


Alberta
CAREER DEVELOPMENT
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LABOUR MARKET RESEARCH DIVISION

LABOUR MARKET RESEARCH DIVISION 1988-89

Executive Director – Labour Market Research
Jim Corneil

Director – Labour Market Industry Analysis
Bev MacKeen

Director – Labour Market Program Evaluation
Bill Wong

Director – Labour Market Statistics
Bob Nicoll

MANDATE

The Labour Market Research Division is responsible for undertaking labour market research, developing and analyzing labour market and related data, providing evaluation services, and offering advice that assists the department in the development and delivery of its programs and services throughout the province.

ROLE

During the fiscal year, the division conducted research and analysis to identify Alberta's past and most probable future labour market conditions, and to determine their implications for the provision of career development and employment programs and services for adult Albertans. The information was generated and maintained in a number of ways including in-house research, contracts with external consultants, and a co-operative information exchange with other departments and agencies in Alberta and the rest of Canada.

LABOUR MARKET RESEARCH DIVISION

DIVISIONAL ACTIVITIES

LABOUR MARKET INDUSTRY ANALYSIS BRANCH

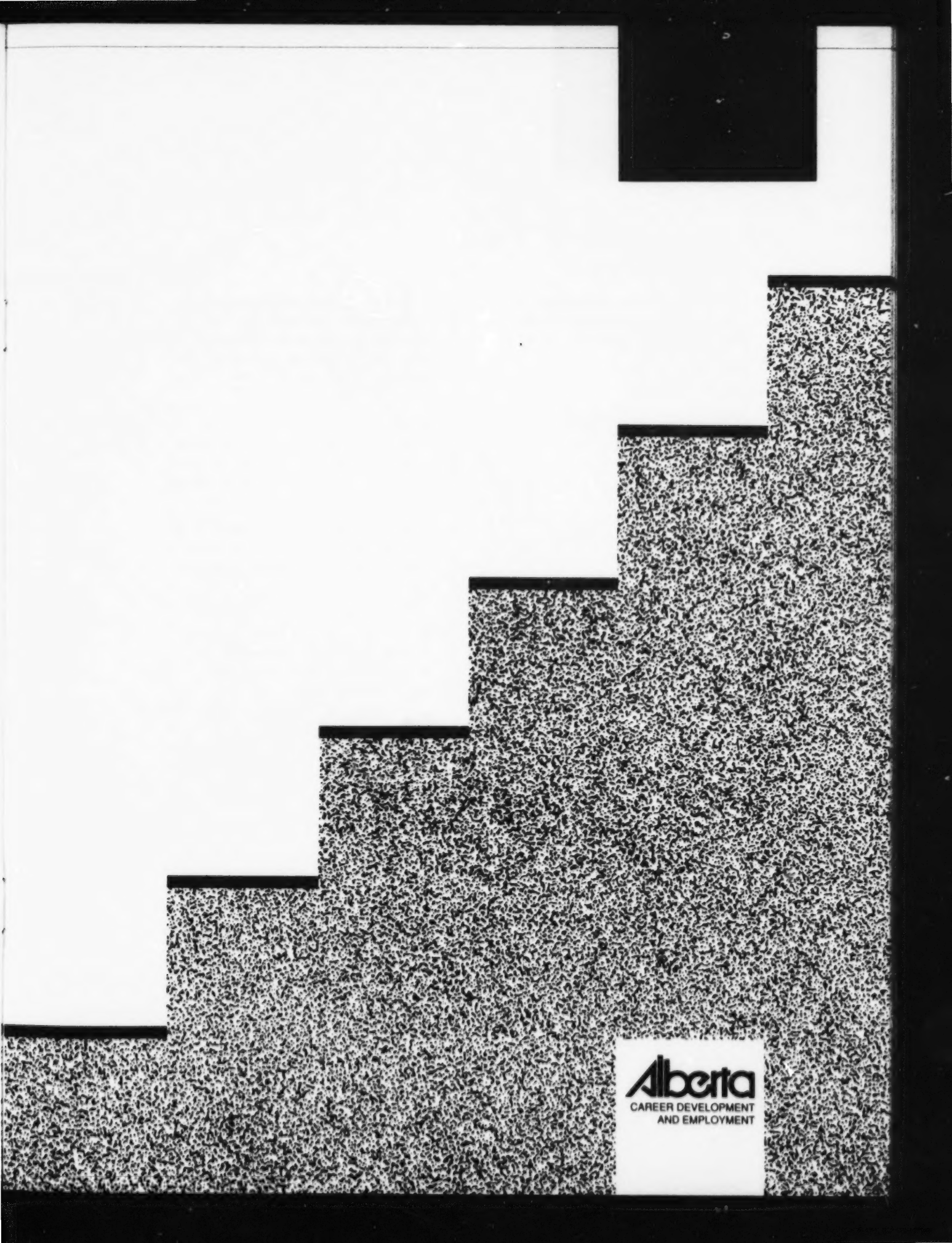
The Labour Market Industry Analysis Branch compiled and analyzed information on changes in labour market conditions in the province's various industries in order to assist in the development of appropriate training and employment programs. The branch's activities included a study on career pathing in the tourism sector as well as a post-secondary graduate follow-up survey on Alberta colleges and technical institutes. The branch is also responsible for obtaining industry specific labour market research from other jurisdictions and for assisting in the development of the department's labour market strategy. In addition, it is responsible for the compilation and analysis of data on education and training programs in Alberta.

LABOUR MARKET PROGRAM EVALUATION BRANCH

The Labour Market Program Evaluation Branch's activities were directed at program evaluation, demography and immigration. In terms of program evaluation, activities included evaluating several of the department's job creation and training programs, the development of program information systems, and the assessment of program impacts and rationale. Information pertaining to population change, interprovincial migration and immigration was compiled and analyzed. The branch also developed population projections and analyzed Alberta's demographic trends. Information on the province's disabled, Natives and older workers was also compiled.

LABOUR MARKET STATISTICS BRANCH

The Labour Market Statistics Branch collected, developed and analyzed data on labour market trends and conditions in Alberta. This included monitoring current economic indicators, employment trends and unemployment statistics for the province and its regions, as well as industries and occupations. Other activities included developing an information base on the construction industry, forecasting employment and occupational trends, and enhancing available regional statistics. The branch also examined the impact federal and provincial policy changes have had on the Alberta labour market. In addition, this branch closely monitored labour market research being done by other agencies and in other jurisdictions. Providing information, advice and counsel to the Minister and executive staff was also the responsibility of this branch.


Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

FINANCE AND ADMINISTRATIVE SERVICES DIVISION 1988-89

Executive Director – Finance and Administrative Services Division
Ried Zittlau

Director – Finance
Schubert Kwan

Director – Human Resource Services
Jeff Thompson

Director – Administrative Services
Dennis Hill

Director – Communications
Anthony D. Gronow

MANDATE

The Finance and Administrative Services Division co-ordinates and controls the development and operation of departmental support services.

ROLE

The division is organized into four branches: Finance, Human Resources, Administrative Services and Communications.

The Finance Branch is responsible for the budgeting, disbursement, monitoring, and control of departmental funds and for the development and implementation of such policies, procedures and financial systems as are required to ensure efficient and effective financial management of the department.

The Human Resource Services Branch is responsible for the planning, development, implementation and administration of the department's human resource programs and for interpreting and advising on personnel policy.

The Administrative Services Branch is responsible for the provision of administrative services that include systems development, legislative and library services, records management and facilities management.

The Communications Branch is staffed by communications staff seconded from the Public Affairs Bureau. The branch is responsible for ensuring the general public and news media are well informed of the programs and services offered by the department.

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

DIVISIONAL ACTIVITIES

FINANCE BRANCH

The Finance Branch directs and monitors financial transactions and provides financial leadership and control for the department. The branch is responsible for the development of an effective budget planning and review process. The activities of the branch fall into three main areas: financial planning, accounts processing and audit.

FINANCIAL PLANNING

This unit prepares annual estimates of expenditures for all programs and services within the jurisdiction of the department. The unit also monitors expenditures in relation to authorized budgetary levels and provides financial guidance to the department. The unit maintains a number of control reporting systems designed to assist departmental managers with financial decision-making and in monitoring and forecasting their expenditures in relation to budgetary authority. These include a Cash Flow system, a Manpower Cost Control system, a Fixed Asset Control System and a Program Expenditure and Commitment forecasting system.

ACCOUNTS PROCESSING

This unit processes all revenue and expenditure transactions for the department other than employer's claims relating to labour market support programs. Approximately 17,200 invoices and expense accounts were processed through the DFS/CFS system using remote data entry. The unit also administers accounts receivable through monitoring, control, and collection of amounts refundable to the department.

AUDIT

This unit provides an independent and objective review of the various labour market programs administered by the department. During 1988-89, the unit conducted approximately 850 audits of employers, checking for compliance with program guidelines, terms and conditions. The audit unit also reviews the financial and internal control systems of the department and participates in the ongoing review of program guidelines, influencing modifications where appropriate.

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

ADMINISTRATIVE SERVICES BRANCH

The Administrative Services Branch manages the department's information processing system which includes data processing, word processing and telecommunications. It is also responsible for legislative and library services, records management, facilities management, equipment and supply services, departmental mail and messenger services.

COMPUTER SERVICES

The Computer Services Unit acquired and installed the minicomputer and communications equipment which were recommended in the information processing and telecommunications requirements study completed in 1987-88. A communications network was implemented throughout the province giving the field offices online access to information and facilitating the regionalized delivery of programs and services. In addition, the development of a data dictionary was initiated which will provide the basis for the standardization and integration of program data.

LEGISLATIVE AND LIBRARY SERVICES

Legislative and Library Services provides services which support the development of the department's policies and programs, its labour market needs and the delivery of programs and services to the public.

This unit is responsible for reviewing and co-ordinating the development or revision of provincial legislation related to Career Development and Employment. In concert with Alberta Attorney General, the unit also co-ordinates the provision of legal services to the department and drafts, reviews and processes agreements entered into on behalf of the Minister.

During the year over 300 agreements were reviewed. A major review of the terms and conditions of the department's agreements resulted in a change from traditional legal drafting style to "plain English." A series of contract seminars were presented to employees to facilitate their understanding of contracts and the contract process.

During the year, library staff delivered a number of information seminars across the province to assist and encourage employees in optimizing the use of the library and its services. Planning began for the anticipated integration with the Career Programs and Resources library when the department's headquarters relocates in 1990.

RECORDS AND FORMS SERVICES

The forms service was very active in fiscal 1988-89. Over 100 new form designs were completed, while 143 were eliminated by combining them with other forms or because of obsolescence due to program changes.

Over four million pieces of mail were processed through the Departmental Mail Room in corporate headquarters. By planning and arranging for bulk mail-outs, substantial savings in mailing costs were achieved. In addition, advice, assistance and training were provided in establishing a local mail service with the Edmonton Career Development Centre.

The filing systems for the Finance and Communications Branches in corporate headquarters were converted to the departmental standard system. Extensive records management training was carried out in various field offices. One thousand and fifty cubic feet of records were recycled resulting in substantial cost savings. The Administrative Policy and Procedures Manual was updated and the Records and Forms Services Users Guide was produced and distributed.

The Records and Forms Services Unit also taught segments of several PWSS, Records Management Branch training courses and continued its active participation in the Public Records Officers' Advisory Council.

FACILITIES MANAGEMENT

During 1988-89 the Facilities Management Unit was involved in 20 accommodation projects with a total budget of $930,000. These included upgrading, expansion of existing space, relocations due to service integration and capital construction projects.

The unit processed 35 insurance claims relating to vehicle and property management issues. Leasing assistance provided by the unit included arrangements for 76 photocopiers throughout the province, the introduction of facsimile copiers for regional offices, and the processing of short-term, seasonal and permanent vehicle lease requests for 111 clients.

Fixed assets acquired for the department during the year totalled $440,000. To date the inventory system holds over 12,000 items for a value of $6,230,000. The unit started the transition to a new inventory system utilizing bar coding for the tracking of assets.

During 1988-89 the supply room concentrated on improving administrative efficiency and succeeded in significantly reducing the error rate of supply orders.

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

HUMAN RESOURCE SERVICES BRANCH

The Human Resource Services Branch is responsible for providing recruitment, selection, classification and employee relations services to the department. The branch also provides leadership and support services in the areas of employee training, career development, human resource planning, and occupational health and safety.

RECRUITMENT AND CLASSIFICATION

During the year, 2,200 applications for positions were reviewed, resulting in 308 interviews being granted, and 44 placements. The number of classification transactions reviewed and finalized totalled 119, a 23 per cent increase over 1987-88.

OCCUPATIONAL HEALTH AND SAFETY

During 1988-89, the Worksite Hazardous Materials Information System (WHMIS) was implemented across the department. This included taking an inventory of hazardous materials in use, distributing material safety data sheets, and providing safety related training to Opportunity Corps trainees.

HUMAN RESOURCE PLANNING

The development of the Human Resource Planning (HRP) process was completed, culminating in a pilot project involving the South Region of the Field Services Division. The intent of the pilot project was to test the implementation of the five HRP components:

- Strategic Planning
- Employee Career Planning
- Human Resource Inventories
- Forecasting Supply and Demand
- Development Planning

Subsequent to the pilot, the introduction of HRP to the department as a whole was initiated. Interest in employee career planning in particular was evidenced by a significant number of requests for the services of the staff career counsellor.

TRAINING AND DEVELOPMENT

During the 1988-89 fiscal year, department staff attended a total of 771 training events. Of these, 247 were presented by bodies external to the Government of Alberta, while 524 were presented by the Personnel Administration Office or the department itself.

Of particular importance was the development of a "Career Coaching Seminar", designed for all managers and supervisors to help them fulfill their staff development roles under the new Human Resource Planning process.

COMMUNICATIONS BRANCH

The Communications Branch performed a wide range of communications functions to ensure the general public and media were well-informed about the programs and services offered by the department. These included: co-ordination of printing, graphic design, audio-visual production and advertising services; media relations; public relations consulting services; and writing and editorial assistance. In doing so, the branch co-ordinated the promotion of departmental programs designed to develop and maintain the highest possible levels of employment in the province.

Communications counsel was provided to the Minister's office, senior officials and other members of the department staff. As well, speaking notes were prepared for the Minister on a regular basis.

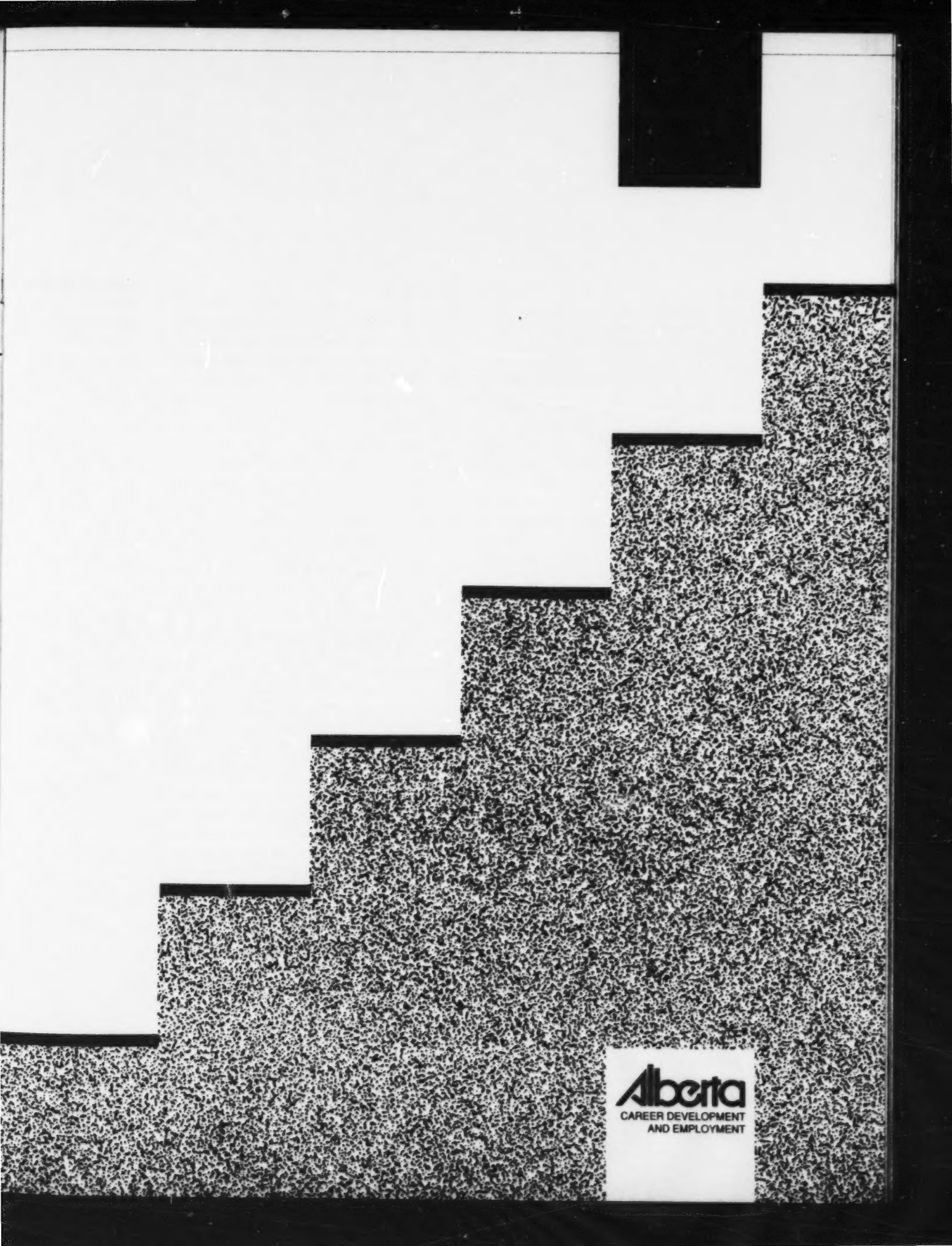
During the year under review, public and media interest in the department remained high. As in the past, the branch responded to a large volume of media enquiries and issued a considerable number of news releases.

The branch began work with the Apprenticeship and Trade Certification Branch in developing an apprenticeship awareness promotion program. Together with Policy and Program Development, the branch also produced an outline plan for future communications initiatives for the Employment Alternatives Program (EAP).

The branch initiated work on a marketing strategy, advertising campaign, film and peripheral material to support the activities of the Access Initiatives Branch, and provided editorial assistance to the Labour Market Research Division in preparing "The Alberta Workforce to the Year 2000" paper.

As well, the branch worked closely with Career Programs and Resources staff in producing a considerable number of publications, posters, resource kits and other career information material.

Highlights of the year also included planning of the first-ever newsletter for department staff and organizing the official opening of the Peace River Career Development Centre.


Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

PROGRAMS AND SERVICES

ALBERTA TRAINING PROGRAM (ATP)

The Alberta Training Program provided financial support to employers for the training and retraining of employees in medium and high skill occupations.

During the year, 15,178 trainees were funded with expenditures totalling $12,642,202. An additional $781,475 was expended on the Tailor-Made Training Program.

ALBERTA YOUTH EMPLOYMENT AND TRAINING PROGRAM (AYETP)

The Alberta Youth Employment and Training Program is designed to assist young Albertans establish careers by providing career guidance, work experience and training. The program consists of two elements: the Post-Secondary Internship and Training element for recent post-secondary graduates that are unemployed, and the Youth Work Experience and Training elements for unemployed youth between the ages of 16 and 24.

During the year, 4,747 Alberta youths received varying degrees of work experience and training with expenditures totalling $12,538,341. An additional $65,000 was expended on the Calgary Youth Employment Centre and the YMCA Entrepreneur Program.

Under the Youth Work Experience and Training element, half-day career guidance workshops were offered through the Alberta Career Centres and/or Youth Employment Services Centres in Calgary and Edmonton. All youth employed through this program element were invited to attend workshops and employers were required to allow Youth Work Experience and Training employees paid time off to attend.

PRIVATE VOCATIONAL SCHOOLS PROGRAM (PVS)

This program began April 1, 1987 and was extended to March 31, 1989 as demand for training in automated office procedures and computer drafting remained strong.

The program complements regular Alberta Vocational Training by providing assistance to unemployed persons who are obtaining training or retraining through licensed private vocational schools operating in Alberta. During the year, 670 individuals received a collective $1,664,709 in assistance.

NATIONAL INSTITUTIONAL TRAINING PROGRAM (NITP)

This is a federal-provincial program, pursuant to The National Training Act, under which the province provides educational services while the Canadian government contracts to purchase a certain number of training places in post-secondary institutions. The federal government reimburses the province for a portion of its costs and supplies financial assistance directly to federally-sponsored students in the form of training allowances or unemployment insurance funds.

Under the apprenticeship part of this program, the federal government purchases institutional training on behalf of apprentices scheduled by the Apprenticeship and Trade Certification Branch of Alberta Career Development and Employment. It also provides financial assistance to apprentices while they are undergoing the institutional portion of their program.

ALBERTA VOCATIONAL TRAINING PROGRAM (AVT)

The Alberta Vocational Training (AVT) program funds short-term, vocational training at various institutions throughout Alberta. Through AVT the department can expand institutional programs to meet the emerging needs of both the individual and industry. The department is also able to deliver more easily programs in smaller communities, provide English as a Second Language (ESL) training to immigrants, and to provide "ad hoc" programs which meet needs identified by Canada Employment and Immigration. AVT funded 344 programs throughout the province, providing vocational training to 32,118 individuals during the year.

ALBERTA WAGE SUBSIDY PROGRAM (AWSP)

The Alberta Wage Subsidy Program provided subsidies to private sector businesses and farmers. This program ended July 31, 1988.

The purpose of the program was to provide unemployed Albertans with employment opportunities within the private sector. During the year expenditures totalled $8,968,351 resulting in 6,898 positions being supported.

ALBERTA BUSINESS AND COMMUNITY DEVELOPMENT PROGRAM (ABCD)

The Alberta Business and Community Development Program started April 1, 1987. The program provided funding to: private sector employers, non-profit organizations, community associations, municipalities, Indian Bands, Metis Settlements and provincial government departments.

Eligible project activity had to demonstrate a community benefit. Activities generally supported: environment, community, or regional development, and economic diversification or improvement in productivity. Priority was given to activities contributing to creation of permanent employment or to activities that led to an increase in the number of job opportunities available after the project is completed.

During the 1988-89 fiscal year expenditures totalled $5,580,550 resulting in 947 positions being supported.

PROGRAMS AND SERVICES

PRIORITY EMPLOYMENT PROGRAM (PEP)

The objective of the 1988-89 Priority Employment Program was to provide employment opportunities for unemployed Albertans during the winter months. The program had two elements: the Provincial Government Department element and the Community Employment elements.

Non-profit organizations, municipalities, remote and isolated communities, Indian Bands and Metis Settlements were all eligible to participate in the Community Employment element.

During the 1988-89 fiscal year, expenditures totalled $13,675,461 resulting in 3,696 positions being supported.

SUMMER TEMPORARY EMPLOYMENT PROGRAM (STEP)

The objective of the Summer Temporary Employment Program (STEP), which began in 1972, is to create temporary employment opportunities for students and unemployed Albertans during the months of May, June, July and August.

The program has four elements: the Provincial Government Department element, the Career Opportunity element, the Community Employment element and the Summer Farm element.

Provincial government departments, municipalities, non-profit organizations, Indian Bands and Metis Settlements, publicly-funded organizations and farmers are eligible for STEP funding.

During the 1988-89 fiscal year, expenditures totalled $20,360,059 resulting in an estimated 8,194 positions.

EMPLOYMENT ALTERNATIVES PROGRAM (EAP)

The Employment Alternatives Program started June 1, 1987. The program provided private sector employers with wage and training subsidies.

The purpose of the program is to help social assistance recipients and individuals who have exhausted their unemployment insurance benefits within the past year to re-enter the work force. The program is designed to assist individuals overcome special employment barriers typically experienced by those who lack recent work experience.

During the 1988-89 fiscal year expenditures totalled $16,262,777 resulting in 4,376 positions being supported. An additional $1,255,299 was expended in Pre-Employment Training.

EMPLOYMENT SKILLS PROGRAM (ESP)

The objective of the Employment Skills Program is to provide social assistance recipients with work experience in provincial government departments. The program was administered by Alberta Social Services and funded by Alberta Career Development and Employment.

During the 1988-89 fiscal year, expenditures totalled $4,011,119 resulting in 660 positions being supported.

SPECIAL PLACEMENT WORK EXPERIENCE PROGRAM (SPWEP)

The objective of this year-round program is to assist disabled and disadvantaged Albertans to obtain and maintain meaningful employment in the Alberta Public Service. Work experience opportunities of up to six months duration are provided in provincial government departments.

During the 1988-89 fiscal year, expenditures totalled $244,710 resulting in 41 positions being supported.

ALBERTA INTERNATIONAL MARKETING EMPLOYMENT PROGRAM (IMEP)

The Alberta International Marketing Employment Program was established in November 1984 to foster the development of export marketing operations in Alberta. The program provides post-secondary graduates with the opportunity to gain first-hand experience in international marketing.

During the 1988-89 fiscal year, expenditures totalled $581,491 resulting in 27 positions being supported.

QUEBEC/ ALBERTA STUDENT EMPLOYMENT EXCHANGE PROGRAM (Q/A)

This program strives to offer work experience related to each participant's field of study. It also provides the opportunity to enhance second language skills and to learn about the culture of the other province.

During the 1988-89 fiscal year, expenditures totalled $183,574 resulting in 42 positions being supported.

HIRE-A-STUDENT PROGRAM (HAS)

The Alberta Hire-A-Student Program is unique in Canada because it is jointly sponsored by the federal and provincial governments, business, community and students' groups concerned with the placement of students in summer jobs.

While the major sponsors (Alberta Career Development and Employment, the Alberta Chamber of Commerce and the Canada Employment and Immigration Commission) provide funding support and resource personnel, each Hire-A-Student centre is autonomously operated by a local committee of volunteers.

The objective of the program is to help students find jobs and to provide a service to employers. This is achieved by establishing summer employment placement offices and by providing students with job search information.

During the year in review, the program shifted more toward placement activities as Alberta Education began to introduce job search activities in the 1988-89 school year. Job search information was provided to only selected groups of students in classrooms. Job search assistance was also offered through the 79 placement offices located throughout Alberta. There were 36,000 students assisted through job placements. Provincial government expenditures, both for the placement and job search services, totalled $420,375.

HIRE-A-STUDENT ADVISORY COUNCIL

The council advised on issues affecting both the job search information service and the placement service components of the Alberta Hire-A-Student Program. It facilitated the participation by the co-sponsors of the program, including the Alberta Chamber of Commerce, local chambers and community groups, the Government of Alberta and the Government of Canada.

The council provided a channel for the communication of student employment needs and also helped communities create and sustain the program. As well, it regularly assessed the program and recommended changes.

IMMIGRATION PROGRAM

The Immigration Program provided information and counselling regarding the requirements and procedures related to economic and social immigration into Alberta. It provided this assistance to Alberta residents, Alberta businesses and employers, and prospective immigrants.

Elements of immigration administered by the provincial immigration program included: the investor, entrepreneur and self-employed categories of the Business Immigration Program; employer counselling and information related to labour force recruiting; information and assistance related to border crossing requirements; international exchange programs and foreign worker movements; the Alberta Immigration Review Panel; and the Immigration Advisory Service for Alberta residents.

SETTLEMENT PROGRAM

The Settlement Program assists voluntary organizations and mainstream human service agencies to deliver services to newcomers. The program does this through the provision of grants, consultation, program development assistance, the development and distribution of resources and materials, and the co-ordination of settlement activities.

During the 1988-89 fiscal year, the Alberta Settlement Program provided grants to several volunteer organizations through a federal/provincial grant program for the delivery of settlement services.

The Integrated Service Program (ISP), with the co-operation of Secretary of State, is a partnership among the federal and provincial governments and the volunteer sector. The federal government, through the Canada Employment and Immigration Commission, and Alberta Settlement jointly review applications for funding and jointly monitor the delivery of services. This has resulted in less paperwork and administration for voluntary immigrant-aid organizations and greater co-ordination of settlement services on the part of both governments. Operating grants were provided to 11 immigrant-aid organizations in Calgary, Edmonton, Red Deer, Lethbridge, Medicine Hat and Camrose.

The direct services provided by these organizations include reception, interpretation/translation, orientation, counselling and

referral. In addition to the clients assisted by paid staff, volunteers in funded immigrant aid organizations contributed more than 99,000 hours of service in 1988-89.

Settlement Programs staff continued to develop, update and distribute printed materials to newcomers and those who work with them. *Settling in Alberta,* an orientation book for newcomers to Alberta is now available in English and 10 other languages.

ENGLISH AS A SECOND LANGUAGE (ESL)

Alberta Career Development and Employment, in keeping with its immigration, settlement and training responsibilities, assumes the lead role in policy, planning and co-ordination of adult English as a Second Language (ESL) in Alberta.

The ESL Secretariat was formed in April 1986 to assist in the planning and co-ordination of ESL delivery. The ESL Secretariat chairs regular meetings of the Adult English as a Second Language Co-ordination Committee. The committee consists of senior level representatives from five provincial stakeholder departments: Career Development and Employment, Advanced Education, Education, Culture and Multiculturalism, and Social Services. These meetings inform the departments of policy and planning developments and interdepartmental and intergovernmental activities. The committee also helps co-ordinate Alberta's response to ESL related issues.

The ESL Secretariat also administers operating grants to ESL assessment and referral centres in Calgary and Edmonton. These two centres, housed in non-governmental immigrant settlement agencies, assist newcomers in assessing their individual needs and selecting appropriate language courses. This comprehensive service (which can be delivered in the client's native language when needed) involves language testing, initial vocational counselling and assistance in completing applications for student support. These centres also provide regular and compre-

hensive reports to the ESL Secretariat. These reports include demographic, linguistic and educational data on individuals seeking language training. In this way the ESL Secretariat can monitor local ESL training needs and trends.

In 1988, the ESL Secretariat was given the primary responsibility of administering a portion of the Canadian Job Strategy shortfall funds made available by the federal government. A variety of English in the Workplace and English for Special Purposes programs were developed and delivered under these special initiatives funds.

The success of these projects is leading the department to consider allocating a regular training budget to the ESL Secretariat for the next fiscal year.

ALBERTA CAREER DEVELOPMENT CENTRES (CDC)

Alberta Career Development Centres (CDC) provide a number of programs and services to assist Albertans in all areas of career planning and development. Their chief activities include counselling, referral consultation, providing career information, testing and carrying out assessments.

Fifteen Alberta CDCs operated in the province, with offices in Calgary, Edmonton, Fort McMurray, Grande Prairie, Hinton, Lethbridge, Medicine Hat, Peace River, Pincher Creek, Red Deer, St. Paul, Lloydminster, High Level, Camrose and Bonnyville. In addition, satellite offices are located in 14 communities: Cold Lake, Wetaskiwin, Drayton Valley, Whitecourt, Westlock, Barrhead, Lac La Biche, Olds, Drumheller, Blairmore, Brooks, Fort Macleod, Cardston and Claresholm. CDC services are offered to these communities and their surrounding areas.

Career counsellors in each centre offer programs and services designed to assist adult Albertans in planning their careers. Activities include individual and group counselling, interest testing and referrals for education, training and student support services. A major emphasis is placed on career development services for unemployed Albertans. These services are offered through regular Job Clubs and Job Search Workshops.

A variety of career counselling services for youth were provided during the year in conjunction with the department's Alberta

Youth Employment and Training Program. Counsellors provided information to individuals about the program, and certified those persons hired under the Youth Employment element. The CDCs continued to emphasize group programs such as Career Planning, Advanced Career Planning, Occupational Choice Seminars, Job Search Strategies, Career Transitions, Career Decision Making and Job Dissatisfaction.

APPRENTICESHIP

Field consultants operating in Career Development Centres (CDC) are the government's primary contact with industry in apprenticeship and trade certification. This direct contact role ensures that both employers and employees are counselled on apprenticeship training and journeyman certification in the 52 designated trades. While the field consultant's mandate involves ensuring application and enforcement of The Manpower Development Act, the emphasis is on developing positive relations to encourage satisfying training and certification needs.

Field consultants provide full services to employers, journeymen and apprentices through 11 CDCs located in Bonnyville, Calgary, Edmonton, Fort McMurray, Grande Prairie, Hinton, Lethbridge, Medicine Hat, Peace River, Red Deer and Vermilion. They provide ready access for both the employer and employee through office visits or staff visits to the job site.

The purpose of these visits is to obtain information on apprenticeship and trade certification or express concerns related to The Manpower Development Act and trade regulations. Field staff also completed 12,580 shop registrations.

Additional visits were made in response to questions concerning applications, pre-employment requirements and other departmental programs that are available. Public complaints, regarding possible violations of

The Manpower Development Act and trade regulations, were also followed up through visits.

Committee and school liaison work completes the major activities of the field consultants. One hundred and forty-one local Apprenticeship Committee meetings were held and 146 high school presentations made during 1988-89. The former activity is crucial as the local Apprenticeship Committees comprise the backbone of the official interaction between industry and government on apprenticeship matters. The presentations to young people focused on promoting the merits of a career in the trades. Besides presentations to high schools, school liaison activity also involved visits to ensure that the needs of instructors and apprentices attending technical training classes were being met.

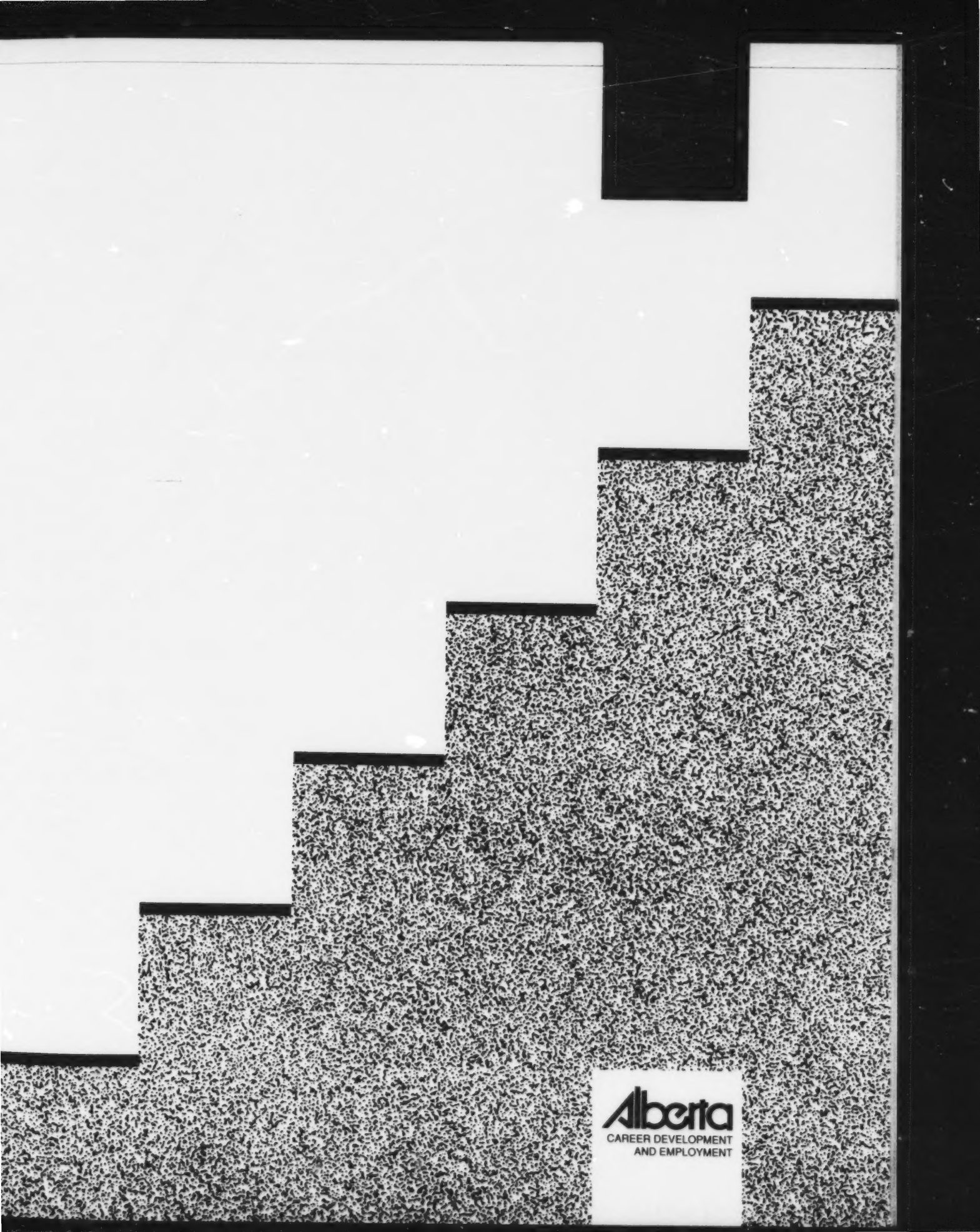
Apprenticeship is the most cost effective method of program delivery from the government's perspective. Industry pays the highest proportion of training dollars for each apprentice graduating. Greater emphasis is being placed on encouraging individuals to investigate the apprenticeship programs available and in servicing the needs of employers prepared to facilitate apprentices.

OPPORTUNITY CORPS

The purpose of the Opportunity Corps is to develop the employment-related skills of Albertans who are incapable, ineligible, or unable to gain employment or enter more formal training programs. While assisting trainees to develop employment-related skills, the Opportunity Corps also encourages the enhancement of proper work habits, self-confidence, and the ability to set career goals. It offers trainees the opportunity for personal growth and the chance for more positive relationships within their families, communities and working environment. In addition, the Corps helps communities to carry out projects that benefit its residents. A broad range of Corps projects assist in the development of social and recreational services such as the construction or renovation of community facilities and the development of parks.

To develop these employment-related skills, a wide variety of program activities are undertaken. These include: work experience projects, life skills training, academic upgrading and short courses providing an exposure to a number of trades.

During the 1988-89 year, the Opportunity Corps operated in the communities of Slave Lake, Calling Lake, Janvier, Fort McMurray, Fort Chipewyan, Trout Lake, Peerless Lake, Wabasca/ Desmarais, High Prairie, Peace River, Fort Vermilion, High Level, Ardmore, Lac La Biche and Rocky Mountain House. Approximately 650 trainees participated in the Corps.


Alberta
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APPENDIX

TABLE 1

TRAINING PROGRAMS - 1988-89 EXPENDITURES AND ESTIMATED NUMBER OF TRAINEES FUNDED

Program	Expenditures	Estimated Number of Trainees
Alberta Training Program (ATP)	$12,642,202 *	15,178
Alberta Youth Employment and Training Program (AYETP)	$12,538,341 **	4,747
Totals	$25,180,543	19,925

*An additional $781,475 was expended on Tailor-Made Training – Estimated number of trainees is not available.

**An additional $65,000 was expended on the Calgary Youth Employment Centre and YMCA Entrepreneur Program – Estimated number of trainees is not available.

TABLE 2

SERVICES PROVIDED UNDER AVT/EAVT/VRDP - 1988-89

Institutions	Number of Students Admitted to Training			Number of Possible Student Days of Training		
	Alberta Vocational Training (AVT)	Enhanced Alberta Vocational Training (EAVT)	Vocational Rehabilitation of Disabled Persons (VRDP)	Alberta Vocational Training (AVT)	Enhanced Alberta Vocational Training (EAVT)	Vocational Rehabilitation of Disabled Persons (VRDP)
Technical Institutes	657	354	70	62,718	50,256	4,031
AVC's	13,311	84	66	635,762	6,600	2,883
Private Schools	7,305	217	27	59,511	18,683	2,462
Universities	–	52	103	–	10,880	6,114
Community Colleges	6,930	655	236	540,114	61,921	14,391
Agricultural Courses	28	160	–	810	30,420	–
Community Vocational Centres	1,434	–	–	118,926	–	–
School Boards	1,696	60	20	100,205	1,384	1,080
Out of Province	–	–	20	–	–	2,297
Others	757	105	12	52,194	12,244	479
Totals	32,118	1,687	554	1,570,240	192,388	33,737

TABLE 3

PRIVATE VOCATIONAL SCHOOLS PROGRAM - 1988-89

Total Number of Schools	15
Estimated Number of Trainees	670
Total Training Expenditures	$1,664,700

TABLE 4

NATIONAL INSTITUTIONAL TRAINING PROGRAM 1988-89

Type of Training		Trainees
General Purchase		
Technical Institutions	355	
Alberta Vocational Centres	2,851	
Community Colleges	1,814	
Others	125	
	5,145	5,145
Apprenticeship		11,784
Private Trade Schools		1,265
Total		18,194

APPENDIX

TABLE 5

EMPLOYMENT PROGRAMS - 1988-89 EXPENDITURES AND POSITIONS FUNDED

Program	Expenditures	Positions Funded
Alberta Wage Subsidy Program (AWSP)	$8,968,351	6,898
Alberta Business and Community Development Program (ABCD)	$5,580,550	947
Priority Employment Program (PEP)	$13,675,461	3,696
Summer Temporary Employment Program (STEP)	$20,360,059	8,194
Employment Alternatives Program (EAP)	$16,262,777 *	4,376
Employment Skills Program (ESP)	$4,011,119	660
Special Placement Work Experience Program (SPWEP)	$244,710	41
Alberta International Marketing Employment Program (IMP)	$581,491	27
Quebec/Alberta Student Employment Exchange Program (Q/A)	$183,574	42
Total	$69,868,092	24,881

* An additional $1,255,299 was expended for Pre-Employment Training. Number of positions funded is not available.

TABLE 6

SUPPORT FOR SPECIAL NEEDS GROUP 1988-89

Organization	Activity	Expenditures
Placement 45, Edmonton	Employment Placement	$104,147
Opportunity 45, Calgary	Employment Placement	$185,602
Access 45, Lethbridge	Employment Placement	$82,720
YMCA, Edmonton	Employment Placement	$189,815
Distinctive Employment Counselling Services, Edmonton	Employment Readiness	$169,552
Native Outreach Association	Employment Placement Promotion and Support	$777,051
Total		$1,508,887

APPENDIX

TABLE 7
IMMIGRATION PROGRAM

Business Immigration Visas Issued*	211
Investment Funds Available	$95,000,000
Proposed Job Creation/Retention	812
Immigration Enquiries	5,700

* Data based on calendar year 1988.

TABLE 8
SETTLEMENT PROGRAM

Operating Grants to Immigrant Aid Organizations		$1,227,340
Clients Served by Immigrant Aid Organizations (11)		21,187
Volunteers' Contribution to Immigrant Aid Organizations	Hours	99,168

TABLE 9
ESL SECRETARIAT

Operating Grants to ESL Assessment and Referral Centres	$379,000
Clients Assessed and Referred	3,000

APPENDIX

TABLE 10

FEMALE PARTICIPATION IN APPRENTICESHIP

Trade	Females Total	Males Total	Combined Total	Per Cent
Agricultural Mechanic	1	50	51	0.25
Appliance Serviceman	0	66	66	0.34
Auto Body Mechanic	11	961	972	4.96
Baker	63	137	200	1.02
Barber	7	7	14	0.08
Beautician	1,110	101	1,211	6.17
Boilermaker	0	60	60	0.31
Bricklayer	0	97	97	0.49
Cabinetmaker	10	344	354	1.81
Carpenter	9	1,447	1,456	7.42
Cement Finisher	0	23	23	0.12
Communication Electrician	4	32	36	0.19
Cook	263	732	995	5.07
Electrical Rewind Mechanic	0	34	34	0.18
Electrician	21	2,186	2,207	11.25
Electronic Technician	2	157	159	0.81
Elevator Constructor	0	0	0	0.00
Floorcovering Mechanic	1	66	67	0.35
Gasfitter	0	102	102	0.52
Glassworker	3	157	160	0.82
Heavy Duty Mechanic	4	1,396	1,400	7.14
Heavy Equipment Operator	0	26	26	0.14
Instrument Mechanic	6	518	524	2.66
Insulator	13	185	198	1.00
Ironworker	0	46	46	0.24
Landscape Gardener	66	227	293	1.49

TABLE 10

FEMALE PARTICIPATION IN APPRENTICESHIP (continued)

Trade	Females Total	Males Total	Combined Total	Per Cent
Lather-Interior Systems Mechanic	1	44	45	0.23
Machinist	4	455	459	2.34
Millwright	2	525	527	2.68
Motor Mechanic	11	2,644	2,655	13.52
Motorcycle Mechanic	1	77	78	0.39
Painter and Decorator	10	136	146	0.74
Partsman	99	607	706	3.59
Plasterer	0	0	0	0.00
Plumber	1	802	803	4.09
Power Lineman	0	128	128	0.65
Power Systems Electrician	0	34	34	0.18
Printing & Graphic Arts	120	258	378	1.92
Recreation Vehicle Mechanic	0	62	62	0.32
Refrigeration Mechanic	1	251	252	1.28
Roofer	0	44	44	0.22
Sawfiler	0	31	31	0.15
Sheet Metal Worker	3	469	472	2.40
Sprinkler Systems Installer	0	77	77	0.39
Steamfitter-Pipefitter	0	280	280	1.42
Steel Fabricator	1	52	53	0.26
Tilesetter	0	60	60	0.31
Tool and Die Maker	0	0	0	0.00
Transport Refrigeration Mechanic	0	24	24	0.13
Water Well Driller	0	49	49	0.24
Welder	12	1,505	1,517	7.72
	1860	17,771	19,631	100.00

APPENDIX

TABLE 11

CAREER PROGRAMS AND RESOURCES PUBLICATIONS

The following publications were developed, revised and/or reprinted:

Career Information Catalogue

Career Information Hotline cards and poster

Occupational Profiles:

- Oil and Gas
- Administration and Management
- Architecture
- Environmental Planning
- Engineering and Related Techniques
- Teaching
- Arts

Opening Doors Leader's Guide

Post-Secondary Education Programs

Services Occupational Profiles

Skills Are Your Passport

Are You Cut Out to be an Entrepreneur?

Directions: A Woman's Guide for Returning to Work

Volunteerism: Building Futures

A Working Together Kit for Dual Career Families

Careers in Tourism

Discontinued were:

Air Transport Occupational Profiles

Design Occupational Profiles

Exploring Occupations

Inform

Kids and Careers

Opening Doors: Keys to Career Planning

Recreation and Sport Occupational Profiles

Writing Occupational Profiles

APPENDIX

TABLE 12

IMMIGRATION AND SETTLEMENT SERVICES PUBLICATION LIST

Settling in Alberta

Alberta – Getting the Facts...

Immigration to Alberta (Overview from 1984 to 1988)

Directory of Certification and Registration Bodies for Professionals and Occupations in Alberta

Immigrant Aid Organizations in Alberta Directory

Resource Centre Bibliography

Alberta – Business Immigration Program

Proposal Outline

Investor Category: Specific Projects and Privately Administered Investment Syndicates

Guidelines for Alberta Organizers

Alberta News